

CLAIMS

1. A label comprising at least one pasting part (13) with an adhesive agent (12) for pasting the label (10) to an object and comprising a holding part (14) for holding an electronic device (4), preferably for a radio frequency identification (RFID), **characterised in that** said pasting part (13) being foldable with respect to the holding part (14) to allow said holding part to protrude from said object if said pasting part is pasted to said object.

2. Label according to claim 1, **characterised in that** said holding part (14) is pivotably connected to said pasting part (13).

3. Label according to claim 1 or 2, **characterised in that** said holding part comprises an adhesive layer comprising an adhesive agent for attaching said electronic device to the label.

4. Label according to at least one of the preceding claims 1-3, **characterised in that** said label comprises a second pasting part (13b) and said holding part is arranged between the first and second pasting part (13a and b).

5. Label according to at least one of the preceding claims 1-4, **characterised in that** said label comprises a stroke part (15) between the holding part and the first or second pasting part.

6. Label according to at least one of the preceding claims 1-5, **characterised in that** the stroke part (15) forms a printing recording part (15).

7. Label according to claim 6, **characterised in that** said printing recording part (15) has an identification code.

8. Label according to at least one of the preceding claims 1-7, **characterised in that** the stroke part is foldable over the holding part and electronic device such that the electronic device is located between the holding part and the stroke part

and in order to form a flap (F) which is pivotably connected to said first and second pasting parts.

9. Label according to at least one of the preceding claims 1-8, **characterised in** that the dimension of the stroke part corresponds essentially to the dimension of the holding part.
10. Label according to at least one of the preceding claims 1-9, **characterised in** that the first and second pasting parts are arranged adjacent to each other when pasting the label to the object.
11. Label according to at least one of the preceding claims 1-10, **characterised in** that the dimension of the electronic device is smaller than the holding part.
12. Label according to at least one of the preceding claims 1-11, **characterised in** that the label comprises at least a preferably printed folding line (17,18) between the stroke part and the holding part and/or the holding part and the pasting part.
13. Label according to at least one of the preceding claims 1-12, **characterised in** that the folding line is formed by perforations or at least one slit.
14. Label according to at least one of the preceding claims 1-13, **characterised in** that the folding line by a reduced cross-section of the label.
15. Label according to at least one of the preceding claims 1-14, **characterised in** that the folding line is formed by a reduced width (W) of the label.
16. Label according to at least one of the preceding claims 1-15, **characterised in** that a backing layer (19) comprising preferably a peeling paper is provided to the adhesive layer of the label.
17. Label according to at least one of the preceding claims 1-16, **characterised in** that the backing layer is provided with perforations or slits along the folding line.

18. Label according to at least one of the preceding claims 1-17, **characterised in that the backing layer is comprised of at least two backing layer sections (19a,b) of which one corresponds to the holding part.**
19. Label according to at least one of the preceding claims 1-18, **characterised in that the label comprises a flexible material, preferably paper.**
20. Label according to at least one of the preceding claims 1-19, **characterised in that the label comprises a flexible textile material.**
21. Label according to at least one of the preceding claims 1-20, **characterised in that the label comprises a flexible plastic material, preferably a thermoplastic material.**
22. Label according to at least one of the preceding claims 1-21, **characterised in that at least the pasting part and the holding part are made from the same material.**
23. Label according to at least one of the preceding claims 1-22, **characterised in that at least the pasting part is opaque.**
24. Label according to at least one of the preceding claims 1-23, **characterised in that the holding part is separably connected to the pasting part.**
25. Label according to at least one of the preceding claims 1-24, **characterised in that the holding part is separably connected to the pasting part by the folding line.**
26. An object provided with a label according to at least one of the preceding claims, wherein the pasting part, preferably two pasting parts are attached to the object.
27. Object according to claim 26, **characterised in that the stroke part (15) and the holding part (14) form a flap (F) which is pivotably connected to the pasting part (13) or the pasting parts (13a,b).**

28. Object according to claim 26 or 27, **characterised in that the object is a flexible container (23).**
29. Object according to at least one of claims 26-28, **characterised in that the label is attached to a corner of the object, such that the pasting parts are located to either sides of the corner.**
30. Object according to at least one of claims 26-28, **characterised in that the object has an least partially cylindrical section to which the label is attached.**
31. Object according to claim 30, **characterised in that the object is a bottle (24).**
32. Object according to claim 31, **characterised in that the label is attached to the neck portion of the bottle (27).**
33. A method for applying a label according to at least one of the preceding claims 1-25, **characterised by folding the pasting part (13) with respect to the holding part (14) and pasting the pasting part to the object such that the holding part protrudes from the object.**
34. Method according to claim 33, **characterised by folding the holding part and the stroke part towards each other before applying the label to the object, then applying the pasting part or the pasting parts to the object.**
35. A device for applying a label according to at least one of the preceding claims 1-25, comprising a folding mechanism (30) in order to fold the holding parts towards the stroke part.
36. Device according to claim 35, **characterised in that it comprises movable first support elements (30-2, 30-3) which abut to the holding part and the stroke part, at least prior to folding the holding part towards the stroke part and at least one second support element (30-1, 30-4) which abuts the pasting part or the pasting parts.**

37. Device according to claim 36, **characterised in that** the second supporting elements are movable along the length of the pasting part.
38. Device according to at least one of the preceding claims 35-37, **characterised in that** the supporting elements comprise supporting plates for abutment of the pasting part and/or the holding part and/or the stroke part, respectively
39. Device according to at least one of the preceding claims 35-38, **characterised in that** the supporting plates comprise perforations to which a vacuum (V) is applied by a vacuum device (33) in order to suck the respective pasting part, holding part or stroke part to the supporting plates.

40. Device according to least one of the preceding claims 35-39, **characterised in that** the supporting plates are connected by joints (31).

41. Device according to at least one of the preceding claims 35-40, **characterised in that** the supporting plates are movable from a flat position in which their surfaces form essentially a plane for abutment of the label into a second position, in which the surfaces of the first supporting plates are essentially facing each other.